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New marketing era for U.S.S.R.

Failed coup spurs hopes for more Western ventures

An Advertising Age roundup

U.S. marketers said *da* to plans for Soviet expansion following last week's failed coup.

Corporate executives expressed hope that reforms expected in the wake of the Soviet people's clamor for democracy and the re-

■ U.S. publishers say Soviet Union now more attractive—Page 36.

turn of President Mikhail Gorbachev—so ably aided by Russian Republic President Boris Yeltsin—would speed Western involvement there.

Marketers "will be encouraged by the last gasp of the regime," said Reuben Mark, chairman-ceo of Colgate-Palmolive Co., which makes and markets toothpaste there through a joint venture with the Soviet government.

Still, most executives agreed it's too soon to tell how the developments will spur further embracing of capitalism.

Last week's coup, in which President Gorbachev was briefly ousted from power, began a nerve-racking 72 hours.

Among the concerns in the U.S. was whether the slow but steady progress by Western marketers, media and ad agencies seeking a toehold in the emerging Soviet market would be derailed or reversed by hard-line Communists who sought to usurp power.

But with the apparent resolution to the crisis by midweek, several executives said they intended to proceed with plans for joint ventures to satisfy the Soviet citizens' cries for more consumer goods.

Among those now attempting to enter the Soviet market through

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AP/Wide World Photos

A huge Soviet crowd gathers in support of democracy and Russian President Boris Yeltsin.

From coup to champagne

MOSCOW NOTEBOOK

Advertising Age Correspondent Betsy McKay, who's also a senior editor at the Moscow Guardian, recorded events of the tumultuous week in the Soviet capital.

Muscovites tuning in to early-morning TV fare awoke to something different last Monday. Instead of the usual talk shows, similar to "Good Morning America," one of the four channels aired a solemn address to the Soviet people announcing that President Mikhail S. Gorbachev had to step down due to "ill health." The other three channels showed only test patterns.

Moscow Radio carried the same announcement, released by Tass, the official Soviet news agency, at 4 a.m. Moscow time.

The mood was tense, but some city life continued as if nothing unusual were happening. Only blocks from Red Square, street vendors hawked wares from flowers to bubble gum; a long line of shoppers seeking vodka crowded the sidewalk outside a liquor store.

B. McKay

Passers-by gawked at soldiers guarding Red Square, closed to the public that day. And in one telling sign of concern, Soviets on the street were refusing to speak to foreign reporters—re-

(Continued on Page 37)

AN ADMAN'S DIARY

'When it's dangerous, I'll leave'

Michael Adams, an American serving as ceo of Young & Rubicam/Sovero in Moscow, allowed Advertising Age *Correspondent Betsy McKay to keep track of his activities throughout the week of the attempted coup.*

M. Adams

MONDAY: Michael Adams awakes to the voice of a TV broadcaster announcing President Mikhail Gorbachev had stepped down for health reasons. He immediately flips to Cable News Network while he dresses; he gets to his office about 7:30 a.m.

A group ironically called the Freedom Forum (the former Gannett Foundation), including retired Gannett Chairman Al Neuharth, is in town. Mr. Adams had been arranging for a crew to tape an 11:45 a.m. interview scheduled by the group with former Foreign Minister Eduard Shevardnadze.

However, the interview is canceled.

"Shevardnadze was avoiding anything smacking of the press and was squirreled away, trying to get information," Mr. Adams says.

The Freedom Forum people think they should also cancel an afternoon of interviews with Soviet editors because of the logistical difficulties of moving among army tanks in the city and the possibility of put-

(Continued on Page 37)

OTHER NEWS: COMPAQ IN REVIEW; AYER UNITS WANT OUT

Winner could end up with entire $60M account

By Jennifer Lawrence and Christy Fisher

HOUSTON—Compaq Computer Corp. will review its estimated $20 million to $30 million ad account in a three-month process that will include incumbent Ogilvy & Mather.

The review will cover only the company's North American business, not the $30 million international account also held by O&M.

But whoever wins the North American business could be in line for the entire $60 million account, said Kevin Bohren, VP-corporate communications.

"One requirement we will be looking for is global network capabilities," he said. "We would prefer to have one agency around the world; however, it is not a requirement."

Compaq, the No. 3 personal computer marketer in the U.S., has just named J. Walter Thompson Japan, Tokyo, as agency of record in Japan, a market Compaq is entering for the first time.

O&M has no affiliate there, which prompted Compaq to seek an outside agency in a review earlier this summer.

Compaq marketing executives have often credited O&M for contributing to the company's meteoric success in the PC market in the early '80s. O&M linked up with Com-

(Continued on Page 8)

European agencies push for management buyback

By Dagmar Mussey and Jon Lafayette

N W Ayer's European agencies want to buy themselves back from the U.S. parent and form an independent, unified agency network.

If successful, the move would effectively strip the oldest U.S. ad agency of any majority presence in Europe at a time when other leading shops are concentrating on globalization.

A management buyout of the network is now being put together, said Joerg Lathwe-

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INSIDE

Flash: American Isuzu picks Goodby, Berlin & Silverstein. **Page 8.**

Movie marketing: Disney goes to black media for 'Identity.' **Page 12.**

Magazines: July ad page sales figures from PIB seen as good news for the industry. **Page 23.**

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NEWS SUMMARY

■ **U.S. marketers** expressed hope that reforms expected in the wake of the failed Soviet coup last week will speed Western involvement there. 1

■ **Christopher Whittle,** developer of alternative media, urged advertisers to switch out of traditional media. 3

■ **Pepperidge Farm** said it will boost ad spending at least 50%, following deep ad cuts in the last fiscal year. 3

■ **Network TV daytime** scatter inventory has tightened, with prices rising above upfront rates. 3

■ **Time Inc. Magazine Co.** set up corporate account teams in Detroit, replacing magazine sales reps. 3

■ **Cadillac** aims for younger buyers in its new campaign for its redesigned Seville and Eldorado models. 3

■ **Pampers** advertising from Procter & Gamble plays up the advantages of disposable diapers over cloth. 4

■ **Volvo** and Scali, McCabe, Sloves each paid $150,000 in settling FTC action against a rigged TV commercial. 4

■ **Mazda** said it will start an agency review soon for its Amati luxury car, due on the market in 1994. 4

■ **Philip Morris USA** is upset about the title of the movie "Harley Davidson & the Marlboro Man." 10

■ **Auto marketers** are planning more information on environmental issues in their ads. 11

■ **Retailers** plan an early start for yearend holiday promotions, looking for sales increases of 4% to 7%. 12

■ **Walt Disney Co.** has set extensive promotion to black consumers for the movie "True Identity." 12

■ **Magazine ad pages** declined in July, but some see a bottoming out of a long slide for the industry. 23

■ **Quaker, Europe** President Giulio Malgara said Gatorade will be a big star in Europe, but the company's No. 1 priority there remains pet foods. 26

■ **Apple Computer** will introduce several new products in August, but ads won't bash IBM, now its partner. 26

■ **Hispanic market** in the U.S. will continue to show spectacular growth, speakers said at *Advertising Age's* Marketing to Hispanics conference. 30

■ **Interactive TV** is among the new technologies that can aid advertising, said consultant Jeanie Bergin. 30

■ **Food & Drug Administration** plans tighter regulation of drug advertising and promotion. 32

■ **'Fresh' ad claims** by several advertisers challenged by the FDA are now the subject of class-action lawsuits. 32

■ **Hertz sued** Avis and the publisher of *Corporate Travel* after Avis began advertising its first-place award in the magazine's readership poll. 33

■ **U.S. publishers** may find the Soviet Union more attractive now, but economic turmoil makes them cautious. 36

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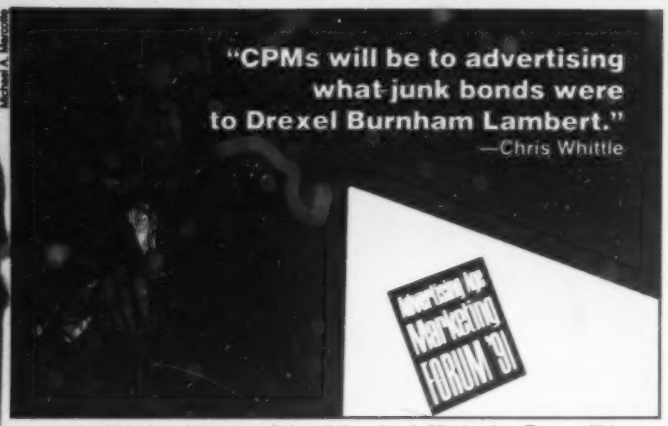
"CPMs will be to advertising what junk bonds were to Drexel Burnham Lambert."
—Chris Whittle
Advertising Age Marketing FORUM '91

Michael A. Marcotte

Chris Whittle addresses *Advertising Age*'s Marketing Forum '91.

Whittle: Future now belongs to new media

By Scott Hume and Kate Fitzgerald

CHICAGO—Admit that traditional advertising media don't work and consider diverting your budget—your whole budget—to the new, non-traditional media.

That was the call to arms sounded last week by Christopher Whittle in a combative keynote address to *Advertising Age's* Marketing Forum '91. But other speakers echoed his contention that marketers and agencies must rethink how best to reach consumers in a changing society and business marketplace.

Mr. Whittle, chairman of Whittle Communications, which has developed a number of targeted alternatives to traditional media, said marketers still try to reach consumers primarily through media such as prime-time network TV because they've developed a dependency, "and like any dependency it's hard to just say no" to it.

That dependency, Mr. Whittle said, has been created by factors divorced from how well those media work. Instead, it's resulted from memories of how those media used to work in the 1950s and 1960s, our happiness with the familiar and the organizations that have been built around using those media.

■ More coverage of Marketing Forum '91—Page 30.

Mr. Whittle also cited media reps, whom he likened to arms dealers who "peddle fear" by suggesting "if you don't do this, you will be destroyed."

The solution he offered is for marketers to "invest in a wide field of new media." Mr. Whittle went so far as to suggest advertisers consider investing their whole budgets in non-traditional media—"It's only risky if you believe the current ways are working."

"Everything should be high-

(Continued on Page 38)

Pepperidge cookin'

Campbell unit to boost ad spending 50%

By Judann Dagnoli

Pepperidge Farm will boost ad spending in fiscal 1992 by at least 50%, a move expected to ease tension between the marketer and longtime ad agency Ogilvy & Mather, New York.

The increase comes after the company slashed ad spending 55.5% in fiscal 1991, a dropoff that sparked a rift between Pepperidge Farm and O&M, and led to rumors the company might renegotiate the agency's compensation (AA, June 24).

Dick Shea, president of the Campbell Soup Co. unit, said ad spending would increase "at least 40% to 50%" to $12 million for the fiscal year that began Aug. 1. The company spent about $8 million in fiscal 1991.

1992 spending could go as high as $16 million, he said.

The Persian Gulf War and the recession prompted first-quarter sales declines for the company's biscuit division and the sharp plunge in ad spending, Mr. Shea said.

He denied any problems with O&M.

"Our relationship with Ogilvy is about as long-term and as stable as any one you can find," he said.

And though Mr. Shea said financial "strains on Ogilvy" were exacerbated by Pepperidge Farm's steep budget slide, the planned spending increase has made the issue moot.

Pepperidge Farm's cutback "was a recognition that in the December-February period, business —for everyone—was terrible," Mr. Shea said.

But he added that to build volume and share, the company's ad spending is now "back on plan"

(Continued on Page 38)

Daytime in demand

Scatter market prices top upfront; nets near sold

By Joe Mandese

In the first sign of a turnaround in the network TV scatter sales market, daytime inventory for the fourth quarter has tightened up as prices rise above upfront rates.

NBC is virtually sold out, and demand for ABC's and CBS' remaining fourth-quarter daytime units is high. ABC is now about 85% sold, while almost 90% of CBS' units are gone.

Network sales executives say the strong demand from daytime advertisers is pushing prices 15% to 25% above upfront costs, while agency buyers maintain the increase is slightly less.

According to consultancy Ephron, Papazian & Ephron's Netcosts report, daytime costs per thousand in the fourth quarter will rise 10% above upfront rates, while CPMs for all other dayparts will drop, well into the double digits.

Prime-time scatter prices will be down 18% from upfront rates in the fourth quarter, Ephron predicts.

The daytime scatter rate increase marks the first time a major network daypart is commanding scatter prices significantly above advance sales rates since

(Continued on Page 33)

Daytime scatter a plus

Network TV prices in scatter market for the 1991-92 season as compared to CPMs in upfront sales, by daypart.

Daypart	4th Q (1991)	1st Q (1992)	2nd Q (1992)	3rd Q (1992)
Mon.-Fri. early a.m.:	-19%	-13%	-5%	-1%
Mon.-Fri. daytime:	+10%	+10%	+12%	+12%
News:	-13%	-13%	-4%	-7%
Prime time:	-18%	-15%	-3%	-7%
Late night:	-14%	-13%	-5%	-9%

Source: Ephron, Papazian & Ephron's Aug. 26 Netcosts report

Graphic by John Hall

"The luxury sedans of Europe and Japan seem to fit my lifestyle better," says a baby boomer in a TV spot before being introduced to the new Seville.

Cadillac takes youthful turn

By Raymond Serafin

Cadillac will use a provocative, confrontational campaign to try to win over import-loving baby boomers for its redesigned Seville and Eldorado models.

"Our goal is to alter the belief among young buyers that Cadillac doesn't make a car for them," said Peter Levin, director of advertising for General Motors Corp.'s flagship division.

The relaunch of the models is "a once-in-a-lifetime opportunity . . . to penetrate the emotional barriers the young affluents have relative to Cadillac," he said.

Division executives view the Seville, priced beginning at $34,975, and Eldorado, priced at $32,470, as the first major products to come out of a January 1987 restructuring that brought marketing, engineering and manufacturing together into one organization.

■ U.S. carmakers eye environmental messages—Page 11.

Cadillac, the luxury car sales leader for more than four decades, built its success by selling traditional luxury cars—better known for chrome than for handling—to an aging buyer base. The new Seville and Eldorado were developed to appeal to performance-oriented younger drivers.

The estimated $25 million campaign breaks Sept. 2 with two 30-second spots on network and cable TV, and will include six-page magazine inserts in a broad range of magazines, national newspaper ads and direct marketing.

The direct marketing effort is aimed at 170,000 prospects who will be offered 8-minute videocassettes of each new car.

The campaign evolved after heavy research by agency D'Arcy Masius Benton & Bowles, Bloomfield Hills, Mich., showed Cadillac hadn't made many inroads with affluent buyers under age 45, the

(Continued on Page 38)

Time drops title reps in Detroit

By Scott Donaton

Time Inc. Magazine Co. is eliminating individual magazine sales reps in its Detroit office in favor of new corporate account teams.

Officials of the company, which started a sales staff restructuring in June, say the Detroit action won't be implemented in other offices. They say the move reflects the unique nature of that market, dominated by automotive advertisers.

Richard Heinemann, VP-advertising for Time Inc. Magazine Co., denied Detroit was being used as a test market to determine whether the media giant can eventually switch to a nationwide corporate sales force.

Executives also deny the aim was to reduce staff, though four of the office's 20-plus jobs were eliminated with the move. But the reorganization comes amid rumors of impending layoffs at the Time Warner unit.

The company's key Detroit-based clients are Chrysler Corp., General Motors Corp. and Ford Motor Co., all of which signed multimillion-dollar corporate deals with Time Warner in the past year.

"Sending seven different reps out to these [clients] doesn't make a lot of sense because so much of the business is concentrated."

Other area clients include Volkswagen of America, Kmart Corp., Goodyear Tire & Rubber Co. and Hiram Walker & Sons.

The magazine unit named four group sales directors, each of whom will oversee one automaker and several other accounts. They will report to Jim Graham, regional VP-sales.

The sales directors—Jeff Cor-

(Continued on Page 33)

Magazine ad page leaders

Publishers Information Bureau figures for January through July 1991.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	1,796.54	(22.3)	108,258,579	(16.1)
2	Forbes	1,698.14	(18.6)	76,356,953	(15.7)
3	Bride's	1,694.61	(4.3)	31,801,752	1.0
4	People	1,659.94	(13.8)	173,215,070	(4.7)
5	Fortune	1,462.39	(22.8)	77,900,062	(14.1)
6	Modern Bride	1,419.60	5.0	22,666,912	1.6
7	TV Guide	1,320.78	(17.3)	155,569,502	(10.0)
8	The Economist	1,304.44	(15.0)	12,360,558	(7.2)
9	Vogue	1,282.28	(11.6)	52,020,330	(3.5)
10	Sports Illustrated	1,178.39	(16.3)	161,596,825	(8.9)
11	Entrepreneur	1,176.06	0.3	12,831,536	14.4
12	New York Magazine	1,158.32	(16.6)	20,055,419	(10.5)
13	Time	1,128.77	(20.5)	170,539,636	(12.6)
14	Cosmopolitan	1,127.26	(7.0)	72,415,664	(0.6)
15	Golf World	1,001.55	(1.6)	8,896,463	8.6
16	Newsweek	1,000.07	(16.4)	117,130,913	(12.0)
17	U.S. News & World Report	970.28	(6.7)	82,857,248	(0.7)
18	Glamour	914.41	(9.0)	49,791,898	(2.7)
19	The New Yorker	892.55	(22.7)	25,033,361	(16.0)
20	Good Housekeeping	877.04	(7.0)	91,890,187	3.3
21	Skin Diver	865.40	(0.5)	8,827,089	7.7
22	Elle	850.85	(23.0)	28,447,655	(13.0)
23	Rolling Stone	850.20	(15.8)	34,509,139	(7.1)
24	Sunset	842.02	(5.0)	25,124,461	(9.4)
25	Ladies' Home Journal	831.92	(1.6)	64,671,361	7.0
26	Muscle & Fitness	830.99	12.9	15,176,794	20.3
27	Family Circle	824.88	(11.6)	71,642,872	(6.1)
28	American Way	820.95	(17.1)	12,273,440	(8.0)
29	Yachting	803.75	(16.2)	5,306,701	(10.8)
30	GQ	771.67	(19.3)	21,259,8[illegible]	(10.8)
31	Travel & Leisure	755.41	(4.4)	31,813,490	(1.8)
32	Golf Digest	752.24	(11.3)	43,949,164	2.3
33	Car & Driver	747.59	3.7	29,468,471	7.2
34	Texas Monthly	745.96	(2.9)	8,595,647	(0.5)
35	Parents	745.86	(6.6)	33,421,673	2.7
36	Popular Photography	739.36	4.8	17,508,485	3.0
37	Better Homes & Gardens	716.25	(1.1)	88,717,752	9.7
38	Mademoiselle	713.37	(12.4)	25,210,092	(6.3)
39	Architectural Digest	699.42	(28.4)	19,910,799	(23.6)
40	Golf Magazine	681.71	(11.1)	25,590,394	1.4
41	Southern Living	678.82	(10.2)	36,140,686	(4.5)
42	Woman's Day	660.71	(20.8)	51,459,956	(14.7)
43	Bicycling	659.89	(8.5)	10,038,138	(0.5)
44	Money	651.29	(8.0)	44,655,411	2.3
45	Vanity Fair	639.87	(7.0)	22,825,575	(6.4)
46	Road & Track	624.68	(2.3)	19,032,875	0.8
47	Salt Water Sportsman	621.14	(18.6)	4,407,231	(10.4)
48	Gourmet	615.25	(11.6)	18,514,735	(0.6)
49	Redbook	598.43	(6.8)	40,095,621	0.0
50	Jet	595.50	(0.3)	10,551,063	4.4
51	Conde Nast Traveler	572.44	(0.7)	17,164,839	6.2
52	Black Enterprise	558.91	1.5	8,266,743	12.4
53	Harper's Bazaar	557.62	(18.3)	16,317,535	(11.7)
54	Ebony	554.47	(11.7)	21,309,664	(3.7)
55	McCall's	549.93	(1.9)	44,292,050	8.3
56	Four Wheeler	541.17	(5.4)	4,965,263	9.6
57	W Magazine	540.21	(23.8)	13,290,187	(18.6)
58	Country Living	523.53	(15.3)	23,865,769	(4.2)
59	Seventeen	522.27	(24.0)	18,516,813	(11.0)
60	Motor Trend	518.04	4.7	20,313,023	11.5
61	Self	514.04	(27.9)	21,341,862	(22.4)
62	Town & Country	508.25	(36.3)	13,993,861	(27.3)
63	Bon Appetit	504.99	(13.9)	16,277,461	(8.2)
64	Reader's Digest	504.53	(18.1)	55,695,583	(14.5)
65	Outside Magazine	497.18	12.9	10,080,150	26.2
66	Inc.	496.11	(16.3)	22,769,876	(6.6)
67	Compute	483.83	NA	4,309,011	NA
68	Smithsonian	481.23	(11.9)	21,509,242	(7.8)
69	HG	476.93	(16.2)	12,922,408	(8.5)
70	Mirabella	475.62	(12.0)	9,905,562	16.6
71	Automobile Magazine	469.34	5.5	12,298,731	46.8
72	Working Woman	466.13	(12.6)	15,538,840	(5.7)
73	San Francisco Focus	464.53	(27.2)	3,238,101	(25.2)
74	Metropolitan Home	464.24	(26.8)	16,732,971	(16.7)
75	Hot Rod	456.90	(5.3)	11,508,740	(0.2)
76	Entertainment Weekly	449.93	0.7	10,765,900	14.9
77	Bassmaster	449.75	(8.3)	9,337,257	(3.9)
78	Delta Sky	444.05	(10.0)	12,606,105	3.5
79	Esquire	438.54	(33.4)	14,554,617	(29.5)
80	Field & Stream	438.06	(6.8)	20,604,779	3.7
81	Outdoor Life	437.23	(6.3)	14,673,057	4.9
82	Sports Afield	430.68	(1.7)	9,019,124	6.1
83	Playboy	428.22	6.6	28,081,270	3.6
84	New Woman	427.73	(18.0)	11,883,635	(7.1)
85	Essence	427.67	(15.6)	12,000,571	(5.4)
86	Penthouse	418.90	13.2	17,206,190	12.7
87	Parenting	416.58	9.8	9,907,063	48.3
88	Tennis	414.44	(5.2)	14,697,976	3.0
89	Popular Mechanics	411.79	(9.5)	14,792,626	1.2
90	Popular Science	410.89	(8.6)	12,672,623	0.1
91	House Beautiful	388.86	(5.5)	16,299,424	9.1
92	Omni	387.81	12.8	10,597,886	(3.0)
93	Yankee	385.80	(9.0)	5,172,072	3.3
94	Premiere	384.97	(12.0)	7,803,525	0.2
95	Shape Magazine	382.30	2.3	6,597,016	(7.1)
96	Working Mother	379.45	(7.2)	9,403,232	(0.6)
97	Financial World	373.39	(36.1)	8,893,489	(37.4)
98	Atlantic	343.57	(6.3)	6,285,924	6.1
99	Art & Antiques	343.47	(27.9)	2,566,684	(6.3)
100	Scientific American	336.36	25.2	8,056,784	14.9

Percent change compares January-July in 1991 with 1990. Source: Publishers Information Bureau.

JULY AD RESULTS

Glee over small gains shows depth of slump

By Scott Donaton

It's a sign of how bad things have gotten for the magazine industry when single-digit ad page declines and minuscule revenue gains sound like good news.

MEDIA WORKS

Publishers Information Bureau reported its member magazines carried 9,538.9 ad pages in July, down 6.8% from the same month last year. Ad revenues totaled $413.5 million, a 0.2% increase.

The figures were interpreted by some as a sign that the ad page slump that began almost two years ago has reached bottom and that the industry may be starting on the long road to recovery.

"Monthly declines in advertising pages and revenue continue to show signs of abatement. This shows the first overall revenue increase since January," said James Guthrie, exec VP-marketing development for the Magazine Publishers of America.

The July performance did little to improve year-to-date figures. Ad pages for the first seven months reached 85,753, down 10.4% from a year ago, while revenues of $3.5 billion were off 4.8%.

Of the top 100 magazines in ad pages, 83 posted ad page declines through July, including nine of the top 10 and 23 of the top 25.

National Sunday magazines, tracked separately by PIB, were not as hard hit. *Parade's* 425.8 January-July ad pages were up 6.9% from the same period last year, while *USA Weekend's* 372.4 ad pages were down 1.5%.

Many of the nation's largest magazines continued to wallow in double-digit declines. *Business Week*, the top title in ad pages, was down 22.3% with 1,796.5 pages. No. 2 *Forbes* was down 18.6% with 1,698.1 pages.

Among leading weeklies, *People, TV Guide, The Economist, Sports Illustrated, New York Magazine, Time, Newsweek* and *The New Yorker* all suffered double-digit losses.

The two top 25 titles with increases through July were both monthlies: *Modern Bride's* pages rose 5% to 1,419.6, while *Entrepreneur* squeaked out a 0.3% gain with 1,176.1 pages.

Magazines aimed at affluent audiences continued to absorb some of the hardest blows, further shattering the myth that upscale titles are recession-proof.

Yachting, with 802.8 ad pages, was down 16.2%. *Travel & Leisure's* pages dipped 4.4% to 755.4. *Architectural Digest* saw pages fall 28.4% to 699.4. *Town & Country's* pages fell a dizzying 36.6% to 508.3. *Bon Appetit* was down 13.9% with 505 pages. *Smithsonian's* 481.2 pages were down 11.9%. And *Art & Antiques*, with 343.5 pages, was down 27.9%.

The women's service field, whose fortunes have soared and sunk several times during the ad downturn, started the summer on a sour note. All of the top seven books in the category were down in pages through July.

Good Housekeeping maintained its lead position despite seeing pages fall 7% to 877. *Ladies' Home Journal* was second with 831.9 pages, down just 1.6%. The others fared as follows: *Family Circle*, 824.9 pages, down 11.6%; *Better Homes & Gardens*, 716.3 pages, down 1.1%; *Woman's Day*, 660.7 pages, down 20.8%; *Redbook*, 598.4 pages, down 6.8%; and *McCall's*, 549.9 pages, down 1.9%.

Top 100 titles with solid gains include: *Muscle & Fitness* (831 pages, up 12.9%); *Outside* (497.2 pages, up 12.9%); *Playboy* (428.2 pages, up 6.8%); *Penthouse* (418.9 pages, up 13.2%); *Parenting* (416.6 pages, up 9.8%); *Omni* (387.8 pages, up 12.8%); and *Scientific American* (336.4 pages, up 25.2%). □

Top 10 magazine ad categories by revenue

Category	1991 revenues	% chg	1991 pages	% chg
Automotive*	$504,759,769	1.4	8,925.7	(5.8)
Toiletries & cosmetics	$365,017,567	(2.4)	7,631.2	(10.2)
Direct response	$315,671,719	8.4	10,429.3	(1.3)
Food	$250,051,688	(7.8)	4,058.8	(14.1)
Business & consumer svcs.	$2[illegible]713,298	(20.5)	6,091.5	(23.6)
Travel, hotels & resorts	$211,738,682	(7.9)	6,489.3	(10.1)
Apparel**	$192,900,061	(6.6)	6,677.7	(8.2)
Cigarettes & tobacco	$157,752,369	(8.6)	2,613.3	(13.9)
Computers & office equip.	$144,658,492	14.4	3,057.2	5.0
Liquor	$112,072,125	(5.8)	2,376.9	(6.4)

The top 10 categories account for 71% of total advertising. Revenue and page figures are from January-July 1991. *Includes accessories and equipment. **Includes footwear and accessories.
Source: Publishers Information Bureau

Sunkist unbottles juices

SHERMAN OAKS, Calif.—Sunkist Growers is introducing Sunkist bottled grapefruit juice and juice cocktail in southern California, continuing a roll-out that began in the Midwest and East Coast last year.

NEW PRODUCTS

Separately, Sunkist expanded a frozen concentrate juice line sold on the West Coast to include grapefruit and lemonade.

The juices are supported with couponing via Foote, Cone & Belding, Los Angeles.

Other new products:

Kraft General Foods' Knudsen division is unveiling in Western markets Knudsen Free Nonfat Sour Cream Alternative, a fat- and cholesterol-free product made from skim milk. To meet state labeling rules, the product will be sold as Knudsen Free Non-fat Sour Cream Substitute in California. TV and magazine ads will support next month via Grey Advertising, Los Angeles. Joseph Potocki & Associates, Irvine, Calif., created coupons.

Personal care

Noxell Corp. next month introduces Noxzema Free shave cream, a fragrance-, dye- and irritant-free formula. Leo Burnett USA, Chicago, handles.

Giorgio is introducing Atina Waterless shaving lotion and Atina Folding Handle, a reusable, twin-cartridge razor. TV and print ads, handled in-house, are planned.

Miscellaneous

Tobin-Hamilton is bringing out its first branded athletic shoes for adults and children, the AAU Stars & Stripes and the Bruce Jenner Signature Gold Medal Series lines. Newmark, Posner & Mitchell, New York, handles print ads, package design and point-of-purchase displays. □

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FOR THE RECORD

A U.S. DISTRICT COURT ruling that lets regional Bell operating companies provide information services has been appealed by the American Newspaper Publishers Association, MCI Communications Corp., National Cable Television Association, National Association of Broadcasters and others.

EARLE PALMER BROWN COS., Bethesda, Md., is again challenging the decision to keep the U.S. Marines account at incumbent J. Walter Thompson USA, Atlanta, following a review. The U.S. General Accounting Office this month rejected a protest by EPB, and last week the agency appealed that decision. EPB said the GAO unfairly increased the projected costs of agency personnel needed to service the estimated $15 million to $17 million account.

SCHIEFFELIN & SOMERSET CO., New York, is reviewing its estimated $7 million to $10 million Johnnie Walker Red scotch account. Pitching are Avrett, Free & Ginsberg; Deutsch; Lowe & Partners; McCabe & Co.; and incumbent Smith/Greenland, which keeps Johnnie Walker Black, Tanqueray gin and other assignments.

'NEW YORK POST' owner and real estate developer Peter Kalikow filed for Chapter 11 bankruptcy protection last week. The filing didn't include or have any immediate impact on the *Post*, though the daily could be used as collateral by Mr. Kalikow as he seeks to restructure $350 million in bank loans.

AMERICAN ASSOCIATION of Advertising Agencies last week issued plans for evaluating and improving A.C. Nielsen Co.'s national TV ratings system, which has come under fire. Nielsen and a committee of the Advertising Research Foundation are expected to launch similar, independent initiatives in September. The moves are seen by some observers as a polarization in the ad industry over the best way to evaluate and improve the system.

PERRIER GROUP OF AMERICA reached a settlement with New York state Attorney General Robert Abrams over allegedly "deceptive labeling and other false advertising practices." The bottler, which signed the agreement without admitting wrongdoing, agreed to pay $40,000. The company reached a similar agreement in March with the Federal Trade Commission. Waring & LaRosa, New York, handles Perrier's U.S. account.

PEPSI-COLA CO., Somers, N.Y., named **Tracy-Locke**, Dallas, first agency of record for national marketing promotions. Tracy-Locke had handled a variety of local and regional Pepsi promotions. Its first national effort, a "Monster Match" Halloween promotion for Pepsi and Frito-Lay's Doritos tortilla chips, starts in September.

ANHEUSER-BUSCH brought the Texas portion of its summer Bud Man promotion to an early end last week. The action followed complaints from a competitor that prompted the Texas Alcoholic Beverage Commission to warn A-B its rights to sell in the state might be revoked. S&P Corp.'s Pearl Brewing Co. sued A-B in state court in San Antonio, charging the promotion violates a Texas law that bars alcohol companies from offering giveaways that require a purchase. D'Arcy Masius Benton & Bowles, St. Louis, handles the advertising nationally with Waylon Co. doing sales promotion. A separate sales promotion agency, which A-B declined to identify, apparently handled the Texas promotion.

ALCOHOL MARKETERS have a negative image with the public, which believes the companies' advertising encourages illegal drinking by youths, a study conducted by the Wirthlin Group found. The study was conducted for an alcohol industry group known as the Century Council.

GENERAL MOTORS CORP. and the Texas attorney general's office settled out of court their dispute about GM advertising tied to a national quality award. The ads touted the Cadillac division's winning the 1990 Malcolm Baldrige National Quality Award for manufacturing. GM admitted it erred in claiming to have beaten 167,000 other applicants for the honor, agreed not to make the claim again and agreed to pay the state $10,000 for investigative costs. McCann-Erickson Worldwide, New York, created the corporate ads.

NEW CAMPAIGNS: McDonald's Corp. has broken a broadcast and cable network TV spot for its 91% fat-free McLean Deluxe that features six National Football League players who wear number 91. Leo Burnett USA, Chicago, handles. . . . **National Association of Broadcasters** last week sent member stations three print ads that attempt to rebut a current cable industry campaign blaming broadcasters for possible higher rates. The NAB refused to say whether the campaign was handled in-house or by an agency, or if it might eventually include TV.

ACCOUNT ACTION: Phar-Mor, Youngstown, Ohio, to **Saffer Advertising**, Toronto, from Ketchum Advertising, Pittsburgh, for the drug retailer's $12 million broadcast account. . . . **Madison Square Garden**, New York, to **Burkhardt & Christy** from Grey Entertainment & Media for its $4 million account. . . . **Kroger Food Stores'** Indianapolis region kept **Campbell-Mithun-Esty**, Chicago, as agency for its broadcast ad account after a review.

Hertz piqued at poll

Magazine publisher, rival Avis face lawsuit

By Ira Teinowitz

A *Corporate Travel* poll has put the magazine straight into the line of fire in the rental car wars.

Hertz Corp. on Aug. 19 pulled its ad schedule in the magazine and sued both Gralla Publications, the magazine's publisher, and Avis Inc. after Avis began advertising its first-place award in the poll.

Avis' print ad, in national travel trade magazines, features the headline "Avis. Voted best car rental company" and an Oscar-like statuette. Backer Spielvogel Bates, New York, handles.

Hertz's lawsuit, filed in U.S. District Court in Manhattan, calls the ad "false advertising" and seeks a preliminary injunction barring its use. It also seeks to force Avis to run correction advertising.

Hertz contends in the suit that the magazine failed to use sound survey methodology and that the poll "is not a reliable, valid survey." Avis is trying to portray the survey as scientific, the suit says.

The suit notes that Gralla President Robert N. Boucher Jr. in a June 7 letter told Hertz that the marketing manager who conducted the survey left, and both the ballots and the statistical tabulation of the results are now gone. Mr. Boucher, however, defended the results, saying he had no evidence of impropriety in the tabulation.

Hertz claims the results may be based on a very small sampling.

Avis last week said it's "dismayed" by Hertz's suit.

"The travel industry regularly uses awards as a measure of customer satisfaction," said Russell L. James, VP-corporate communications.

Avis called Hertz's challenge "puzzling."

"What is more regrettable . . . is that Hertz may be rushing to the courtroom rather than to the marketplace to compete," Robert Salerno, senior VP-general manager, said in a company statement. □

Ayer

(Continued from Page 1)

sen, manager and partner of Hamburg-based Wilkens Ayer, 60% owned by Ayer.

Ayer Chairman-CEO Jerry Siano couldn't be reached at press time for comment on the European agencies' plans, and an agency spokeswoman said Ayer's U.S. directors were unaware of the plan.

In Europe, Ayer owns majority stakes in TAPSA Ayer, Madrid (1990 billings of $272.2 million); Wilkens Ayer, Hamburg ($151.2 million); Ayer Ltd., London ($61.9 million); Publinter Ayer, Milan ($54.1 million); and Ayer Nederland, Amstelveen, Netherlands ($18.3 million).

Ayer also has minority stakes in Ayer France, Paris ($169.4 million), and Ayer Portugal, Lisbon ($3.5 million).

"We have no schedule, but I feel that by October or January we may have a new Ayer network," Mr. Lathwesen said.

Some clients in Europe have already been informed about the European agencies' desire to stage a buyback from Ayer, he said.

"Our main clients think an independent European Ayer network is a very good idea," he said.

Ayer's key European clients are Spanish carmaker SEAT and Iberia Air Lines of Spain, handled by TAPSA Ayer in Madrid, and Biersdorf, coordinated through Wilkens Ayer in Germany.

"Some even warned us not to be bought out by another network because this may lead to [client] conflict," Mr. Lathwesen said, adding that his agency's contract with Ayer specifies the shop can't be sold to another network.

An Ayer Nederland executive denied Ayer's Dutch agency is involved; other Ayer country managers couldn't be reached.

Mr. Lathwesen said he and the other shops had discussed the plan with Richard Hedger, who joined Ayer earlier this year as chairman-ceo of Ayer Europe. Mr. Hedger also couldn't be reached for comment.

New York-based Ayer is known to be seeking an agency buyer for a majority stake in its European network or even a minority piece of the agency's U.S. operations. But Mr. Siano insisted earlier last week that Ayer had no plans to pull out of Europe.

Mr. Siano has insisted any deal wouldn't be designed to raise cash for the agency, which he said was profitable both in the U.S. and Europe. Instead, he said, strengthening European operations is a priority.

In the past, Ayer has talked with a number of agencies about possible business combinations, including Japan's Dentsu, France's Eurocom and RSCG Group, the U.K.'s GGT Group, and U.S.-based TBWA, industry sources say.

But those talks have generally broken down over Ayer's unwillingness to give up majority control in the U.S., the region most valuable to a foreign agency.

Ayer has been under financial pressure for more than a year, partly because of debt taken on to make European acquisitions and partly because of account losses going back to Burger King Corp. in 1989. □

Laurel Wentz contributed to this story.

Scatter

(Continued from Page 3)

the network recession began in the fourth quarter of 1990.

"It's the first sign that something is going right somewhere in network TV," said Aaron Cohen, senior VP-executive media director at N W Ayer, New York.

But Mr. Cohen acknowledged the improvement is partially because ratings for daytime programming are down and advertisers need to buy more units to reach the same ratings levels as last year.

Daytime ratings for the Big 3 networks fell 6% during the 1990-91 TV season to a 13.6, according to Nielsen Media Research, and are down about 4% this summer compared with last summer.

Most of those losses have come from ABC and NBC, while CBS has remained flat.

Network executives say daytime ratings have been lost primarily to pay cable networks like Home Box Office.

There's also less daytime program inventory because NBC dropped an hour daily from its daytime schedule.

Mr. Cohen said 1 hour is equivalent to 6% of the Big 3 networks' daytime schedule.

"Does 6% less inventory have enough impact to tighten up the marketplace? Well, it certainly makes people think that they've got to spend their money faster in order to get the inventory they need," he said.

According to Ephron, Papazian & Ephron's estimates, demand for network daytime should continue throughout the 1991-92 season.

Although daytime isn't necessarily a harbinger of improvement in the scatter market for other network dayparts, Ephron predicts demand will also improve for all dayparts in the second half of the broadcast year. Prime-time rates are expected to be down only 3% by the second quarter of 1992, Ephron says. □

Time

(Continued from Page 3)

nish, Jim Herman, Gary Andersen and Tim Hildebrand—will keep their current titles as division managers of *Time*, *Entertainment Weekly*, *Sports Illustrated* and *Fortune*, respectively, but will no longer sell only their individual titles.

The division managers of *People*, *Money* and *Life* will keep those titles, though their primary responsibility will be as corporate account managers reporting to the sales directors.

"They're dedicated to an account rather than a magazine," Mr. Heinemann said. "Sending seven different reps out to these [clients] doesn't make a lot of sense because so much of the business is concentrated, so we decided to focus our selling efforts."

Under the reorganization announced in June, the magazine unit named four regional sales VPs to whom all single-title reps would report. That structure remains in place in the New York, Chicago and Los Angeles offices.

Media buyers say the Detroit move reflects the growing trend toward multimagazine and cross-media packaging.

The nation's automakers were among the first marketers to cut corporate deals with Time Warner. Chrysler, GM and West Coast-based Mazda Motor of America in the past year have signed on for packages valued at $40 million, $80 million and $100 million, respectively. Ford is believed to have signed a multimagazine program. □

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Doing the fast thing

"You've gotta be fast," says director Spike Lee (in red) as he runs with the bulls in Spain in a new :60 for Levi Strauss & Co. It breaks tonight on ABC's "Monday Night Football" via Foote, Cone & Belding, San Francisco.

That holiday 'Hook'

Peter Pan film may fly high with big tie-ins

By Marcy Magiera and Ira Teinowitz

"Hook," a holiday release from Sony Corp.'s entertainment division, is looking like the season's marketing phenomenon.

The Steven Spielberg movie is also shaping up as the first test of the synergies between Sony's hardware and software operations, something highly touted when the Japanese company paid $3.4 billion for Columbia Pictures Entertainment in November 1989.

The film from the Tri-Star Pictures unit has already hooked Mattel as a promotional partner, and Ed Russell, Tri-Star senior VP-publicity, promotion and field operations, said the studio is discussing promotion deals with McDonald's Corp. and Coca-Cola Co.

A McDonald's spokeswoman said she knew of nothing in the company's marketing plans involving "Hook."

If such a tie-in does happen, it will spark a fierce promotional battle among restaurant chains with holiday movie tie-ins. Burger King Corp. earlier joined with Walt Disney Co. to promote "Beauty & the Beast," another holiday release. Pizza Hut will partner with Universal Pictures for a promotion tied to the sequel to "An American Tail."

Promotional deals could add $25 million to $30 million in media exposure to the $10 million to $15 million Tri-Star is likely to spend to advertise "Hook."

The movie stars Robin Williams as the grown-up Peter Pan, who must return to Neverland to rescue his children from the villainous Captain Hook, played by Dustin Hoffman. To succeed, he must recapture his boyhood imagination and spirit, which he does with the help of Julia Roberts'

(Continued on Page 42)

MOVIE MARKETING

Murray Close/Tri-Star

Dustin Hoffman and Robin Williams star in Tri-Star's "Hook."

LAST MINUTE NEWS

$10M Saatchi loss seen

LONDON—Saatchi & Saatchi Co. is expected to announce a loss of close to $10 million for the first half of 1991 when the company's financial results are revealed Sept. 5. Analysts attributed the expected loss largely to high employee severance costs.

Alpha Beta goes to Heil-Brice

LOS ANGELES—Food 4 Less Supermarkets named Heil-Brice Retail Advertising, San Clemente, Calif., to handle its $10 million Alpha Beta division, formerly at Bozell. Irvine-based Cochrane Chase, Livingston & Co. will handle the $6 million Viva, Boys, ABC, Food 4 Less Warehouse and

(Continued on Page 8)

INSIDE

World Brands: Who handles what advertisers where. **Page 25.**

Ad Review: Help Bob Garfield rate the ad. **Page 46.**

$88M review for Nynex?

By Jon Lafayette and Joe Mandese

NEW YORK—Nynex Corp. may be dialing an account review for its $88 million in media buying.

The telecommunications company has been working with consultants to analyze media buying practices, leading to speculation the Baby Bell may consider consolidating the assignment.

Nynex has examined media buying practices for its corporate account to make sure it was being done efficiently, confirmed Matthew Stover, VP-public affairs, corporate communications.

"We have not made any changes," he said. "I wouldn't want to speculate on what we'll do in the future."

One source close to the company said to keep an eye on the Nynex business.

The analysis could extend beyond media assessment to a full agency review.

Nynex spent $88.7 million on measured media advertising in 1990, according to LNA/Arbitron Multi-Media Service.

"It could be bigger than that, depending on what they end up deciding to do," said the source, who indicated the analysis could extend beyond media assessment to a full agency review.

Nynex's media buying is now handled by a wide range of agencies servicing the operating units: Ogilvy & Mather, Young & Rubicam and Chiat/-Day/Mojo, all in New York; Cabot Advertising, Boston; Lohmeyer Simpson, Morristown, N.J.; Schnurr & Jackson, Albany, N.Y.; and Leonard Monahan Lubars & Kelly, Providence, R.I.

Many marketers with multiple agencies have been opting for consoli-

(Continued on Page 42)

'Healthy' frozen foods launch offensive

ConAgra, KGF face off in pizza

By Judann Dagnoli and Julie Liesse

Pizza is shaping up to be the next battleground in "healthy" frozen foods.

ConAgra Frozen Foods' Healthy Choice brand is racing ahead of rival Kraft General Foods' Eating Right for a slice of the $1.2 billion frozen pizza market.

Among regional marketers, McCain Ellio's is introducing a line called Healthy Slices into its markets, which comprise 30% of the country.

The hard-fought battle, however, will likely be between Eating Right and Healthy Choice, which is now introducing a four-item line of french bread pizzas nationally.

Kraft General Foods has yet to start marketing its product.

A company spokeswoman said it's "premature" to discuss Eating Right pizza, though TV spots from Foote, Cone & Belding, Chicago, featuring brand spokeswoman Chris Evert have already been shot.

ConAgra also refused to comment on its pizza, but retail sources say the line contains four varieties: deluxe, pepperoni, Italian turkey sausage and cheese. Each has less than 30% of calories from fat and has less than 330 calories per serving. The suggested retail price for the

(Continued on Page 45)

Le Menu offers taste guarantee

By Judann Dagnoli

In what's believed to be a company first, Campbell Soup Co. is offering a money-back taste guarantee.

The effort breaking today promotes the marketer's Le Menu Healthy line as the best-tasting of consumers' healthy choices in the frozen food segment, specifically comparing the taste of its Herb Roast Chicken to competitors'.

Although ConAgra's top-selling Healthy Choice brand isn't mentioned by name, a commercial shows products with that brand's green packaging.

The spot TV and radio campaign,

(Continued on Page 45)

Campbell says consumers will get their money back if Le Menu's roasted chicken doesn't taste better.

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THE INVENTION OF A MODERN INSTITUTION

A magazine for the educated lifestyle

NEWS SUMMARY

■ **Sony Pictures Entertainment** will tie in with a number of other marketers, including several of its sister divisions, to promote the Christmas release of the movie "Hook." **1**

■ **Nynex** may be seeking to consolidate its $88 million in media buying, now handled by several agencies. **1**

■ **Frozen pizza** will soon include "healthy" versions from marketers including ConAgra and Kraft General Foods. **1**

■ **Campbell Soup Co.** is offering a money-back taste guarantee for its Le Menu Healthy line. **1**

■ **Coca-Cola USA** will offer in-pack movie tickets and drink coupons in a major "Ticket to Entertainment" joint promotion with Walt Disney Studios. **3**

■ **Chrysler Corp.** plans an ad budget boost in 1992 to promote three key new vehicle lines. **3**

■ **Insurance companies'** advertising now emphasizes strength to counter negative publicity about the industry. **3**

■ **N W Ayer** agencies in Europe insist that a management buyout is one option to improve their standing, though the U.S. parent dismisses the idea. **3**

■ **Soviet Union** is gaining much interest by U.S. marketers, including Philip Morris and Procter & Gamble. **3**

■ **Burger King** is revamping its marketing team and named Sidney J. Feltenstein to the top marketing post. **4**

■ **McDonald's,** in a diversification move, will test an indoor family playground called Leaps & Bounds. **4**

■ **IBM's Little Tramp** ad character returns tonight in spots for the company's personal computers. **5**

■ **Magazine ad rates** will be up 4% to 6% next year, buyers predict, but they expect most of that to disappear in negotiation and other concessions. **9**

■ **TV networks** are stepping up the use of various off-air promotions for their shows this season. **12**

■ **Cher's** new exercise video will be promoted this winter by CBS/Fox Video and NutraSweet Co's Equal sweetener. **12**

■ **Kraft General Foods** is linking nine brands to Fox Broadcasting's Kids Club magazine, where the products will be featured in an advertorial format. **37**

■ **Apple Computer** and Chevrolet are teamed in a national promotion offering schools computers and other educational equipment in return for test drives. **37**

■ **Mazda** has named five finalist agencies for its $50 million Amati division account; a decision is due early next year. ... **41**

■ **J.C. Penney Co.** reportedly will back away from its fashion department store image and will push value more strongly in new advertising. **42**

■ **General Electric** will try to sell its NBC unit, analysts believe, because of declines in the network TV business. .. **43**

■ **Soviet media** are undergoing basic changes along with the political upheavals in the country. **46**

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ABP MPA ABC CMPA

TV age gap narrows

ABC targets older viewers, tightens ratings race

By Joe Mandese

An already tight prime-time network ratings race will grow even narrower this fall as the age of ABC's audience grows older and closer to that of its rivals.

MEDIA WORKS

A "conservative" fall scheduling strategy by ABC will raise the age of its audience by 1.5 years, to a median age of 36.5, in the fourth quarter, predicted Steve Sternberg, VP-manager of broadcast research at Bozell, New York.

While it will still be the youngest skewing of the Big 3 networks, Mr. Sternberg said, the gap will narrow between the age of ABC's audience and those of CBS and NBC, which will remain virtually unchanged.

He predicted the median audience age of CBS will be 44.5 and NBC will be 41.4.

The Bozell study analyzed the various narrow demographic segments of audience data from Nielsen Media Research to estimate the median age of each network and individual programs. The median age is the point where half the viewers are older and half are younger.

The narrowing of the Big 3's audience composition is significant for network advertisers, because the TV networks are delivering identical household ratings.

ABC, CBS and NBC finished Nielsen's July ratings sweeps in their first ever three-way tie, with each network delivering an 8.7 rating and 17 share.

While each of the networks is predicting it will take the lead this fall, several agencies, including Bozell, expect household ratings parity to continue through the fourth quarter.

As a result, Mr. Sternberg said, the audience composition of each network will play a more important role than ever for marketers.

He attributed the aging of ABC's audience to the network's shift from "innovative and younger-skewing" shows toward a more conservative schedule that will appeal to older viewers.

" 'Thirtysomething' is out, and 'Homefront' is in. 'Homefront' will definitely skew older than 'thirtysomething,' " Mr. Sternberg said, referring to one of ABC's scheduling tactics.

"Homefront" is a post-World War II serial drama about returning soldiers and their families.

Other young-skewing shows canceled by ABC include "China Beach" and "Twin Peaks," whose Saturday night time slots are being filled by "The Young Riders" and "The Commish," both expected to skew older.

Mr. Sternberg said ABC also added to its schedule two reality programs, "FBI: Untold Stories" and "American Detectives." Those shows are predicted to have median ages of 51.4 and 51.5, respectively.

With a median age of 27.8, Fox Broadcasting Co. will have the youngest-skewing audience. Mr. Sternberg predicted that 11 of Fox's 17 shows on its fall schedule will have median ages in the 20s.

With a median age of 21.5, Fox's "Beverly Hills 90210" will have the youngest audience of any network show and CBS' "Murder, She Wrote" will be the oldest, with a median age of 55.9. □

Showing viewers' age

Fall 1991 projections of the median age of viewers for the top 10 shows of the 1990-91 season.

Show	Age
Cheers (NBC)	34.5
60 Minutes (CBS)	54.5
Roseanne (ABC)	31.4
A Different World (NBC)	31.4
The Cosby Show (NBC)	36.3
Murphy Brown (CBS)	41.3
America's Funniest Home Videos (ABC)	32.0
Empty Nest (NBC)	47.6
Designing Women (CBS)	41.4
America's Funniest People (ABC)	31.4

Ranking is based on Nielsen Media Research ratings for Sept. 17, 1990-April 14, 1991. Source: Bozell

MEDIA MIX

News briefs on print, electronic and alternative media.

Ready for takeoff. Following a three-month delay, Turner Broadcasting System last week began testing the Airport Channel, an ad-supported electronic medium in airport departure terminals. Using programming from Turner's Cable News Network, Airport Channel airs news and consumer and travel information; it devotes 30% of airtime to commercials. Advertisers participating in the six-week test include AT&T Co., American Express Travel Related Services Co., GTE Corp., General Motors Corp., Johnson & Johnson, Sears Brand Central and SkyTel. TV monitors are in airports in Cincinnati, Dallas, Denver, Miami, Minneapolis and Washington. Airlines participating in the test include American Airlines, Northwest Airlines, United Airlines and ComAir. The system will be expanded into more airports in 1992 and may add airlines.

Another CNN coup. Following its acclaimed coverage of the Persian Gulf War, Cable News Network topped other media including the Big 3 networks in coverage of the recent attempted coup in the Soviet Union, according to a national survey conducted by Opinion Research Corp. Fully 54% of 398 respondents ranked CNN first for coverage of the Soviet crisis. Nineteen percent named ABC, 15% said NBC and 13% named CBS. The phone survey was conducted Aug. 20 and has a margin of error of plus or minus 4%. CNN reported its highest ratings during the staged Soviet coup since the Persian Gulf War, including a 1.7 rating from Nielsen Media Research for Aug. 20, representing 1.04 million TV households, up from an average daily rating of about 0.5.

Mag gets TV debut. *Gamepro*, a videogame entertainment magazine published by IDGC/Peterborough Publications, on Sept. 28 makes its national debut as a weekly half-hour TV series, running on network affiliates, cable and independent networks. The show, produced by Samuel Goldwyn Co. and hosted by J.D. Roth, will give game tips and strategies for electronic games as well as reviews and news on the latest games and systems. The series is geared toward the nation's 30 million-plus home videogame enthusiasts.

Campuses get kiosks. MarketSource Corp. is introducing InfoSource, ad-supported, interactive kiosks on college campuses. The kiosks offer customized information on academics, sports, news, travel and local dining and entertainment, shown on a computer screen. Movie previews and music videos are featured on a 12-minute continuous video loop, with 4 minutes devoted to commercial time. The kiosks will be installed at 10 major universities this fall and 75 by spring. IBM Corp. is a developing partner and major sponsor. Other charter advertisers include entertainment companies and package-goods marketers including Planters LifeSavers Co. □

NEWSSTAND

Advertising opportunities in print.

Islands, Santa Barbara, Calif., "Annual Caribbean travel planner" special ad section, November/December issue; ad close: Sept. 9. B&w page: $6,155; color page: $7,695.

Life, New York, "Holiday entertaining" special ad section, November issue; ad close: Sept. 9. Color page: $69,820.

People, New York, "Winter travel" special ad section, Nov. 11 issue; ad close: Sept. 9. Color page: $91,165.

W, New York, "WH: The way to live" special ad section, Oct. 14 issue; ad close: Sept. 9. B&w page: $18,300; color page: $23,000.

Alaska Airlines Magazine, Seattle, "The energy thing" special ad section, November issue; ad close: Sept. 10. B&w page: $3,265; color page: $4,180.

Country America, New York, "Holiday cooking," December/-January issue; ad close: Sept. 10. Color page: $39,400.

The Advocate, Los Angeles, "Skincare, fragrances and men's fashion" special section, Oct. 22 issue; ad close: Sept. 11. B&w page: $1,830; color page: $3,165.

Bicycling, Emmaus, Pa., "The 25 most useful cycling tools," December issue; ad close: Sept. 13. B&w page: $11,215; color page: $15,365. □

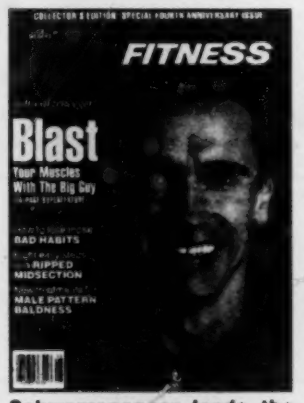
COVER STORY

The Terminator tops covers' face space

By Janice Kelly

Cover Story is a monthly ranking of celebrities' popularity as reflected by their appearance on the covers of more than 30 of the nation's leading publications.

Renaissance man **Arnold Schwarzenegger** beat out all others to win top Cover Story honors for August.



Schwarzenegger leads the class in August covers.

Magazine editors pumped up their coverage of Mr. Schwarzenegger's latest action-thriller "Terminator 2: Judgment Day," his U.S. tour promoting the President's Council on Physical Fitness & Sports and the birth of his second daughter.

While several celebrity and men's publications have carried stories on him, Weider Health & Fitness had Mr. Schwarzenegger doing double duty in August, appearing on the covers of both *Men's Fitness* and *Muscle & Fitness*. Overall, he earned 15 points.

Cover Story assigns point values to cover appearances based on factors including prominence of the photo and frequency of the publication.

Balancing out the Schwarzenegger hype in August was coverage of **Michael Landon**, with 10 points. Entertainment weeklies and supermarket tabloids profiled the actor, who died July 1.

Oprah Winfrey tied for third place with 8 points as supermarket tabloids followed her long-term romance and weight problems. She tied with actor **Keanu Reeves**, who won attention for his films "Point Break" and "Bill & Ted's Bogus Journey."

A three-way tie for fifth place with 7 points involved actresses **Andie MacDowell**, who followed her appearance in the film "Green Card" with two less successful films, "Hudson Hawk" and "Object of Beauty"; **Kathleen Turner**, starring in "V.I. Warshawski"; and **Annette Bening**, who stars in the film "Regarding Henry." Much coverage of Ms. Bening focused on the fact that she's expecting a child with longtime bachelor Warren Beatty.

Elizabeth Taylor and **Patrick Swayze** tied for eighth place with 6 points. Stories on Ms. Taylor discussed her upcoming marriage, while *People* called Mr. Swayze "The Sexiest Man Alive." The actor also won attention for his summer film, "Point Break."

At 10th place with 5 points each were **Julia Roberts, Delta Burke, Prince Charles** and **Princess Diana**.

July's Cover Story lineup included Ms. Roberts (14 points); Mr. Landon (10); **Kiefer Sutherland** (8.5); **Kevin Costner** and **Harrison Ford** (8 each); **Delta Burke** (7); **Sally Field** (6); and **Linda Hamilton, Christian Slater**, Ms. Bening and **Geena Davis** (4 each). □

LAUNCHING PAD

New publication launches.

'Global Production'

Hope Communications, publisher of *Expansion Management*, will introduce with a September issue *Global Production*, an every-other-monthly targeting manufacturing managers of mid- to large-size companies. Controlled circulation for the new title is 25,000. A b&w page is $3,795; a color page is $4,990. Richard Paradise is publisher and ad director; Victoria Cooper is editor. Offices are at 1301 Spruce St., Boulder, Colo. 80302. Phone: (303) 939-8440.

'SV Entertainment'

Playboy Enterprises and Spectradyne launch with an October issue *SV Entertainment*, an entertainment magazine and listings guide tied to Spectravision, Spectradyne's hotel room pay-per-view TV service. The monthly will be distributed in the 750,000 hotel rooms offering Spectravision and will target frequent travelers. Controlled circulation is 500,000. A b&w page is $18,100; a color page is $25,500. James Spanfeller is publisher, Patricia Papangelis is editor and John L. Horan is ad director. Office are at 747 Third Ave., New York 10017. Phone: (212) 702-3958.

'Automotive Marketing'

Chilton Co., a division of Capital Cities/ABC Publishing Cos., will relaunch *Automotive Marketing* with the October issue. A part of the Automotive Aftermarket Group of publications, the monthly magazine will serve the merging automotive jobber and automotive retailer markets. The redesigned magazine will be an easier-to-follow, full-size tabloid, 30% bigger than its magazine size, with enhanced graphics. A b&w page is $6,045; a color page is $8,190. The rates did not go up with the redesign. Sarah Frankson is group publisher, Steve Davis is editor and Lisa Bordy is ad director. Offices are at Chilton Way, Radnor, Pa. 19089. Phone: (215) 964-4426. □

Joe Mandese coordinates MediaWorks.